

GLOBAL BIOFUELS ALLIANCE

Secretariat, New Delhi, India

TERMS OF REFERENCE

For Engagement of a

Global Strategic Communications, PR & Marketing and Event Management Agency

for GBA's Worldwide Advocacy, Outreach, Publicity and Strategic Events

RFP Reference	GBA/PROC/RFP NO.0023/2026
Issued By	Procurement Unit, Global Biofuels Alliance
Country	India
Date of Issue	16.04.2026
Submission Deadline	03.05.2026 12 MIDNIGHT (IST)
Proposal Validity	90 Days from submission deadline
Currency	USD / INR (Indian-registered entities may quote in INR)
Engagement Model	Hybrid: Fixed Monthly Retainership + Event/Activity-Based Billing
Contract Duration	Initial: 2 Years Extendable by 2 Years
Governing Law	Laws of India Arbitration: DIAC Rules, New Delhi

This document is confidential and intended solely for invited Bidders.

1. BACKGROUND

The Global Biofuels Alliance (GBA) is an initiative launched under the Indian G20 Presidency in 2023, bringing together governments, international organisations, and industry stakeholders to accelerate the global deployment of sustainable biofuels. The GBA serves as a platform for technology transfer, policy advocacy, capacity building, and the development of biofuels markets across its Member Countries.

As a rapidly growing intergovernmental platform with global ambitions, the GBA requires a comprehensive, integrated approach to strategic communications, marketing, publicity, and stakeholder outreach across its Member Regions: Africa, Asia and the Pacific, Latin America and the Caribbean, and Europe and Others.

The GBA hosts a structured annual calendar of governance meetings and high-profile strategic events, including Regional Committee Meetings, the Annual Assembly, and participation at major multilateral forums such as COP, BRICS, G20, World Economic Forum (WEF), United Nations General Assembly (UNGA), India Energy Week, RE-Invest, and SAARC.

To position GBA as a global thought leader in sustainable energy and deliver world-class events with maximum visibility and impact, the GBA Secretariat intends to engage a globally experienced Marketing, Communications and Event Management Agency capable of providing end-to-end strategic communications, worldwide publicity, media outreach, digital marketing, stakeholder liaison, and comprehensive event management support across multiple geographies and time zones.

2. OBJECTIVE

The GBA is seeking to engage a Global Marketing, Communications and Event Management Agency (hereinafter referred to as the "Agency" or "Vendor") to serve as the lead strategic partner for GBA's worldwide communications, marketing, publicity, outreach, and event management operations under a Hybrid Engagement Model.

This hybrid model comprises two clearly distinct components:

- A Fixed Monthly Retainership covering, baseline GLOBAL communications support operations, and agreed annual deliverables.
- An Event and Activity-Based Billing component covering events, global outreach campaigns, and high-impact activations, each scoped, approved, and billed separately based on specific requirements, geography, and scale – (upon suitable approvals from the the GBA)

The Agency must demonstrate deep expertise across all dimensions of the engagement.

3. ENGAGEMENT MODEL

3.1 Model Overview

The engagement shall be structured under a hybrid model comprising a fixed monthly retainership and a separately scoped and billed provision for event-based and global outreach activities. This structure ensures that a qualified, committed vehicle (to be agreed with the GBA) is continuously available for routine operations, while enabling the flexibility to scale resources and deploy specialised capabilities for high-impact engagements in a structured, transparent, and accountable manner.

3.2 Component A: Fixed Monthly Retainership

Under the retainership component, the Agency shall deploy a dedicated Core expertise on committed basis (on an agreed basis) to undertake all regular and ongoing communication activities of the GBA Secretariat. The

retainership covers all manpower costs, strategic advisory, baseline content and media operations, social media management, and reporting.

Note: The Agency may propose an optimised team structure that meets or exceeds the above composition, provided the rationale is clearly explained. All personnel must be named in the proposal with CVs attached. The final approval will come from the GBA

3.3 Component B: Event-Based and Global Outreach Billing

In addition to the retainership, the Agency shall maintain access to an extended pool of specialised resources to be deployed on a requirement basis for events, global outreach programmes, and high-impact campaigns. The scope, deliverables, timelines, and costs for each such engagement shall be defined separately and approved by GBA in advance.

Specialised Resource (Deployed if and when Required)

Resource Category	Scope of Deployment
High level Event Management Expertise	Lead event planners, production managers, floor coordinators, on-site operations supervisors
On-Site Execution Expertise	Registration staff, helpdesk, ushers, protocol officers, brand ambassadors per event
AV and Production Units	Stage design, lighting, sound, screens, simultaneous interpretation, live streaming
International PR Agencies / Consulting Expertise	In-country media relations, local stakeholder outreach, regional language communications
Regional and Language Experts	Translation, localisation, cultural advisory for Africa, LAC, Asia-Pacific, Europe regions
Digital Campaign Specialists	Paid media campaigns, performance marketing, influencer campaign management
Venue and Logistics Coordination	Venue identification, negotiation, floor planning, catering, transportation management
Protocol and VVIP Management	Presidential/PM protocol, motorcade coordination, green room, security liaison
Travel and Visa Coordination Teams	International ticketing, hotel bookings, visa facilitation, airport coordination
Exhibition and Pavilion Teams	Pavilion design and fabrication at COP, G20, BRICS, WEF, UNGA and other forums
Sector-Specific Domain Experts	Biofuels, clean energy, climate policy advisory for technical communications

Event-Based Billing Parameters

Each event or global outreach activity shall be separately scoped and billed. The following parameters shall be defined and approved prior to commencement of any event-based activity:

- Scope of services required (communications, production, logistics, protocol, etc.)
- Geography, venue, and local vendor ecosystem requirements
- Event scale, delegate count, and VVIP participation level
- Resource deployment plan and personnel deployed
- Itemised cost estimate covering agency fee, third-party costs, and pass-through expenses
- Deliverables, timelines, and measurable outcomes

- Financial reconciliation timeline (within 15 days post-event)

3.4 Payment Structure

Component	Coverage	Payment Mode
Fixed Monthly Retainer	Core team deployment, strategic advisory, baseline communications, social media management, content production, media relations, stakeholder coordination, reporting	Monthly, in advance, on invoice
Event/Activity Fee	Agency professional fee for each event or outreach activity, covering specialised resource deployment, project management, on-site coordination, and event-specific communications	Per event: 80% on approval, 20% post-event on reconciliation
Pass-Through / Actuals	Venue rental, catering, AV/IT, production/fabrication, hotel, flights, visa fees, influencer fees, paid media, freight, forex disbursements — all reimbursed at actuals with prior approval	Reimbursed within 30 days of reconciliation with original invoices

All pass-through and out-of-pocket expenses shall be reimbursed at actuals, subject to submission of original invoices and prior approval of the competent authority.

4. SCOPE OF ENGAGEMENT

4.1 Retainership: Baseline Scope (Annual)

The following baseline activities are covered under the monthly retainership and shall be delivered continuously throughout the engagement period:

A. Strategic Communications & Advisory

- Annual communications and marketing strategy development and implementation
- Strategic counsel to GBA's Director-General and senior leadership on media, public positioning, and stakeholder engagement
- Issues monitoring, early warning, and rapid response communications
- Stakeholder mapping and tailored engagement strategy across governments, multilaterals, industry, media, and civil society
- Quarterly strategy reviews and annual comprehensive communications report

B. Content Development & Editorial

- Monthly content calendar covering social media, blogs, thought leadership, and media outputs
- Drafting of thought leadership articles, op-eds, and bylines for GBA leadership placement in global and regional publications (minimum 12 per year)
- Press releases, media advisories, and statements
- GBA newsletters, policy briefs, and knowledge communication products
- Speeches and talking points for GBA leadership

C. Media Relations

- Global media database management across Tier 1, regional, trade, and digital media
- Proactive media outreach, briefings, and exclusive placements
- Weekly media monitoring report with sentiment analysis and reach metrics
- Spokesperson preparation and media training for GBA leadership
- Executive interview coordination across print, broadcast, and podcast platforms

D. Social Media & Digital Management

- End-to-end management of GBA's presence across Twitter/X, LinkedIn, Facebook, Instagram, YouTube, and emerging platforms
- Daily content posting, community management, and real-time engagement
- Monthly social media analytics report (within 5 days of month-end)
- SEO advisory and website content support
- Digital performance monitoring and campaign tracking

E. Stakeholder Outreach & Liaison

- Ongoing coordination with member country governments, embassies, and high commissions
- Engagement with multilateral organisations (UN agencies, World Bank, regional development banks)
- Coordination with industry associations, think tanks, and civil society partners
- Support for diplomatic correspondence and delegate mobilisation

4.2 Event-Based Scope (Per Event / Activity)

The following categories of services shall be scoped, approved, and billed separately for each event or global outreach activity:

- End-to-end event planning, production, and execution
- Venue identification, negotiation, booking, and management
- Delegate management: registration systems, on-site helpdesk, attendance tracking
- VVIP and ministerial protocol: motorcade, green room, bilateral facilitation, security liaison
- AV/IT infrastructure: stage design, lighting, sound, screens, interpretation, live streaming
- Production and fabrication: stages, exhibition stalls, pavilions, signage, branding
- Exhibition and pavilion management at COP, G20, BRICS, WEF, UNGA, and other forums
- International travel management: flight ticketing, hotel bookings, group rates, 24x7 travel desk
- Visa facilitation and embassy liaison
- On-site media operations: press conferences, media centre, photographer and videographer deployment
- Real-time social media coverage and event-specific digital campaigns
- Post-event report, financial reconciliation, highlights video, and delegate feedback

5. ANNUAL DELIVERABLES AND KPI FRAMEWORK

5.1 Retainership: Annual Deliverables

The following minimum annual deliverables are committed under the retainership. Specific targets shall be mutually agreed at the time of contract finalisation and may be revised annually by mutual consent.

#	Deliverable	Description	Frequency	Min. Annual Target
1	Annual Communications Strategy	Multi-year strategy aligned to GBA policy priorities	Annual	1
2	Quarterly Strategy Review	Progress review presentation to GBA Secretariat	Quarterly	4
3	Monthly Content Calendar	Social media, blogs, articles, media plan	Monthly	12
4	Social Media Posts	Across all platforms (LinkedIn, X, Instagram, Facebook, YouTube)	Daily	1200+
5	Thought Leadership Articles	Op-eds and bylines in global/regional publications	Monthly	12

6	Press Releases / Media Advisories	Proactive media communications	Fortnightly	24
7	Media Placements	Secured coverage in national and international media	Ongoing	200+
8	Tier 1 Global Media Placements	Reuters, Bloomberg, FT, BBC, CNN, The Economist, etc.	Quarterly	10+
9	Infographics / Creative Assets	Social cards, carousels, banners, annual report design	Monthly	120+
10	Short-Form Videos	Reels, Shorts, animated explainers, leadership messages	Monthly	24+
11	Weekly Media Monitoring Report	Comprehensive global coverage with sentiment analysis	Weekly	52
12	Monthly Social Media Analytics	Reach, engagement, sentiment, growth metrics	Monthly	12
13	Annual Comprehensive Report	Full-year reach, media value, impact and recommendations	Annual	1
14	Stakeholder Engagement Actions	Embassy coordination, government liaison, multilateral outreach	Ongoing	Documented monthly

5.2 Key Performance Indicators (KPIs)

The Agency's performance shall be evaluated quarterly against the following KPIs. Targets shall be jointly agreed at contract commencement and reviewed annually.

#	KPI	Measurement Methodology	Target
1	Media Coverage Volume	Number of original media mentions tracked via monitoring tools (Meltwater/Cision/equivalent)	200+ per year; 10+ Tier 1 global
2	Media Reach (Estimated)	Combined audience reach of all media placements per quarter	500M+ cumulative impressions per year
3	Social Media Follower Growth	Net new followers across all managed platforms	20% YoY growth across platforms
4	Social Media Engagement Rate	Avg. engagement rate per post across LinkedIn and X	Above platform benchmark; min 3% on LinkedIn
5	Thought Leadership Placements	Number of bylines/op-eds placed in named target publications	12+ per year; 4+ in global Tier 1
6	Content Delivery Timeliness	% of monthly content calendar deliverables met on time	95%+
7	Event Execution Quality Score	Post-event client satisfaction rating on a 5-point scale	Minimum 4.2/5.0 per event
8	Media Sentiment Index	% positive and neutral coverage tracked monthly	85%+ positive/neutral

9	Stakeholder Engagement Actions	Number of documented embassy, government, and multilateral outreach actions	Minimum 10 documented per month
10	Strategy Deliverables On Time	% of non-content deliverables (reports, strategies, reviews) submitted on schedule	95%+
11	Event Cost Variance	Variance between approved event budget and actual spend	Within +/- 5%
12	Quarterly Review Attendance	GBA Secretariat participation in quarterly strategy reviews	100%

5.3 Event-Based Deliverables (Per Event)

The following deliverables shall apply to each separately scoped event or outreach activity. Specific outputs, timelines, and measurable outcomes shall be defined in the Event Scope Approval prior to commencement.

#	Deliverable	Timeline
1	Master Event Execution Plan	21 days before event
2	Event-Specific Media Outreach Plan	14 days before event
3	Floor Plan, Seating Layout, and Production Design	7 days before event
4	Delegate Registration and Management System	21 days before event
5	VVIP Protocol and Logistics Brief	7 days before event
6	Real-Time Social Media Coverage and Photo/Video Upload	During event
7	Media Centre Operations and Press Conference Support	During event
8	Event Highlights Video (3-5 minutes)	10 days after event
9	Comprehensive Post-Event Report (execution, media, analytics)	21 days after event
10	Delegate Feedback Collection and Analysis	21 days after event
11	Financial Reconciliation for Pass-Through Costs	15 days after event

7. MINIMUM ELIGIBILITY AND QUALIFICATION CRITERIA

Proposals from Bidders who do not meet all of the following minimum eligibility criteria will be considered non-responsive and will not be evaluated further.

#	Criteria	Minimum Requirement	Evidence Required
1	Legal Registration	Legally registered entity in India or overseas	Certificate of Incorporation
2	Years of Operation	Minimum 12 years of continuous experience	Company profile with timeline
3	Annual Turnover	Minimum USD 12M over past 3 audited years; profitable in all 3 years	Audited financials FY2021-24; CA Certificate
4	Positive Financial Health	3 years of audited Balance Sheets showing positive net worth	Audited Balance Sheets; CA Certificate

5	Large Client Relationships	Min. 3 active/recent clients with annual billing of INR 20 Crore or more each	Client certificates / billing confirmation
6	Global Alliance / IO Experience	Min. 2 years as end-to-end communications partner for a Global Alliance or International Organization	Client reference letters on official letterhead
7	Strategic Communications Advisory	Demonstrated experience advising senior leadership (CEO/DG level) of international organizations	Reference letters detailing advisory role
8	International Media Relations	Min. 5 years; documented Tier 1 placements (Reuters, FT, Bloomberg, BBC, CNN, etc.)	Portfolio with clips, broadcast segments, monitoring reports
9	Digital Marketing and Social Media	Min. 5 years for international organizations; demonstrated reach exceeding 1M followers/impressions per month	Case studies with analytics dashboards
10	Large-Scale Events (700+ attendees)	Min. 3 events within past 5 years	Completion certificates / client references
11	International Event Value	Min. 1 international event of contract value not less than USD 1.5M within past 5 years	Contract/Work Order/Completion Certificate
12	Exhibition Management	Min. 1 event with 25,000 sq.m. or more within past 5 years	Completion certificate specifying floor area
13	Multi-Region Experience	Events in at least 2 of 4 GBA regions	Client references specifying locations
14	Government Experience	Min. 5 years with Central/State Government departments in India or equivalent internationally	Client certificates on official letterhead
15	Multilateral Organization Experience	Min. 3 years with UN agencies, World Bank, IMF, ADB, AfDB, or Global Alliances	Client references from multilateral organizations
16	COP/Major Forum Experience	Min. 3 years at UNFCCC COP, G20, BRICS, WEF, UNGA or equivalent	Reference letters specifying forum, year, scope
17	VVIP Protocol Experience	Demonstrated experience managing Presidential/PM/Ministerial-level events	Documentary evidence / client references
18	Embassy and Diplomatic Liaison	Documented experience with embassies and High Commissions for delegate mobilisation	Reference letters from embassies or clients
19	Employee Strength	Minimum 300 employees on payroll across all relevant functions	EPF/ESIC records or HR Certificate attested by CA
20	Not Blacklisted	Not debarred by any Central/State Government, PSU, UN body, or World Bank in past 5 years	Self-declaration + UNGM status if applicable

Critical Qualification Note: Bidders must demonstrate that they have served as the lead integrated communications and event management partner for a global alliance or international organization, managing the full spectrum of services (strategy, media, digital, outreach, events) on an ongoing basis. Project-based or standalone event management experience alone is insufficient.

8. TECHNICAL EVALUATION CRITERIA

Technical proposals will be evaluated on a 1,000-point basis. A minimum technical score of 700 points (70%) is required to qualify for financial evaluation.

Section	Evaluation Area	Max Points
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1	Communications and Marketing Experience	350
2	Event Management and Execution Capability	250
3	Proposed Methodology, Approach, and Strategy (incl. Hybrid Model Response)	250
4	Management Structure and Key Personnel	150
TOTAL		1,000

Bidders must additionally demonstrate, within Section 3 (Methodology), a clear understanding of and response to the Hybrid Engagement Model, including proposed retainer team structure, event billing mechanism, and KPI management approach.

9. FINANCIAL PROPOSAL REQUIREMENTS

9.1 Financial Proposal Structure

Bidders shall submit financial proposals covering both components of the hybrid model in clearly separated formats:

Component	Description	Quote Format
Component A: Annual Retainer Fee	All-inclusive annual lump sum covering dedicated Core Team deployment, baseline communications operations, management, tools, overheads, insurance, and profit	Single annual figure in USD/INR; monthly equivalent shown
Component B: Event Fee Schedule	Day-rate or unit-rate schedule for specialised resources (event managers, production, protocol, AV, travel teams, etc.) and a management fee percentage applicable to pass-through expenses	Rate card by resource category + management fee % on actuals

9.2 Inclusions and Exclusions

Annual Retainer: Inclusions

- All manpower costs for the dedicated Core Team (salaries, benefits, travel within India)
- Strategic advisory and communications planning services
- Media relations and baseline outreach services
- Social media management and digital marketing operations
- Content creation: writing, graphics, video, design
- Stakeholder outreach and liaison coordination
- Project management, account management, and quality oversight
- Office overheads, technology tools, monitoring platforms, and administrative expenses
- Professional indemnity and liability insurance
- Profit margin and contingencies

Pass-Through (Reimbursed at Actuals with Prior Approval)

- Venue rental costs
- Catering and food and beverage charges
- Hotel accommodation for delegates
- International flight tickets for delegates and specialised teams
- Visa fees and charges
- Production and fabrication costs (stages, booths, signage, pavilions)

- AV/IT equipment rental
- Local transportation
- Photography and videography costs when separately scoped
- Influencer fees and paid media and advertising spend
- Forex disbursements authorised by GBA
- International freight and customs duties
- Interpreter fees and specialist consultants

9.3 Scoring Formula

Final Score = (Technical Score / 1,000 x 70) + (Financial Score x 30)

Financial Score = 30 x (Lowest fee quoted / Fee of bid under consideration)

Financial evaluation applies to Component A (Annual Retainer). Component B rates shall be evaluated for reasonableness and competitiveness as part of the technical assessment.

10. CONTRACT TERMS

10.1 Duration and Renewal

- Initial Term: 2 years
- Extension Option: Up to 3 additional years (total maximum 5 years)
- Subject to annual performance evaluation against agreed KPIs and mutual agreement

10.2 Payment Schedule — Component A (Retainer)

#	Payment Milestone	% of Annual Contract Value
1	On Signing contract of each Event / Meeting (Advance Payment)	30%
2	2 nd Instalment of Advance payment 15 days before the main possession of Event / Meeting venue date	60%
3	Balance contractual amount to be paid within 15 working days upon satisfactory delivery and submission of final invoices	10%
4	for any additional services which are not part of contract same needs to be incorporated in Addendum and same will be issued before the event / During the event along the same payment patterns as per above point no 1,2 & 3	

10.3 Performance Security

10% of annual retainer value as Performance Bank Guarantee, valid for contract duration plus 60 days. Required within 15 days of contract signature before advance payment release.

10.4 Liquidated Damages

- Rate: 0.1% per day of annual retainer value for delays (maximum 10%)
- Double rate (0.2% per day) for VVIP event or critical milestone delays
- First breach: Notice with 7-day remedy period
- Second breach or VVIP event breach: Liquidated damages apply automatically

10.5 Intellectual Property

All deliverables (content, photos, videos, designs, reports, databases) are exclusive property of GBA upon creation. The Agency assigns all IP rights irrevocably. No use, reproduction, or commercialisation without GBA's written consent. Obligation survives indefinitely.

10.6 Confidentiality and Data Protection

Strict confidentiality of all GBA information. Compliance with the Digital Personal Data Protection Act 2023 (India) and GDPR where applicable. Data breach notification within 24 hours. Obligations survive 5 years post-termination.

10.7 Governing Law and Dispute Resolution

- Governing Law: Laws of India
- Disputes: Good-faith negotiations (30 days); if unresolved, binding arbitration under DIAC Rules, New Delhi
- Language: English | Award: Final and binding

11. SUBMISSION REQUIREMENTS

11.1 Required Documents

Technical Envelope

- Form A: Technical Proposal Submission Form (with declarations)
- Form B: Bidder Information Form
- Form C: JV/Consortium Form (if applicable) with notarized agreement
- Form D: Qualification Form (experience, financials, litigation, employees)
- Form E: Technical Proposal (methodology, approach, hybrid model response, team structure, KPI plan)
- Annexure A: Performance Bank Guarantee format (signed blank)
- Annexure B: Anti-Corruption Declaration
- Portfolio: Case studies for Global Alliance/IO work, media placements, digital campaigns, event portfolio
- CVs: Account Director and all functional leads with named personnel confirmed for deployment
- Client References: Letters from Global Alliance/IO clients confirming scope, duration, and satisfaction

Financial Envelope (Password-Protected)

- Form F: Financial Proposal Submission Form
- Form G: Component A — Annual Retainer (lump sum)
- Form H: Component B — Event Resource Rate Card and management fee percentage

11.2 Submission Details

Item	Details
Email	dir_operations@biofuelsalliance.com
Subject	Proposal – GBA Marketing & Communications Agency – RFP No. RFP NO.0023/2026 – [Bidder Name]
File Names	[BidderName]_Technical_Proposal_GBA_MarComm [BidderName]_Financial_Proposal_GBA_MarComm
Format	ZIP folder named: [RFP No.]_[BidderName]

Language	English only
Max File Size	5 MB per transmission

11.3 Key Dates

Milestone	Date
RFP Issue Date	16.04.2026
Pre-Bid Conference (Virtual / GBA Secretariat, New Delhi)	TBA (if deemed necessary)
Clarifications Deadline	5 working days before submission deadline
GBA's Response to Clarifications	3 working days before submission
Proposal Submission Deadline	03.05.2026 – 12 Midnight IST
Technical Evaluation and Shortlisting	TBC
Presentations by Shortlisted Bidders	TBC
Financial Bid Opening	TBC
Letter of Award	TBC
Contract Signature	TBC
Performance Bank Guarantee Submission	Within 15 days of signature
Contract Commencement	Within 30 days of signature

12. GENERAL CONDITIONS

- GBA reserves the right to accept or reject any or all proposals without assigning reasons, without liability
- Proposal submission constitutes acceptance of GBA General Terms and Conditions
- Proposal validity: 90 days from submission deadline
- No advance payment except 20% of annual retainer upon contract signing
- GBA is not responsible for Bidder preparation costs
- Joint Ventures and Consortia permitted: all members must jointly meet eligibility; Lead Member to be designated; joint and several liability; notarized JV/Consortium Agreement required
- Preference for UNGM-registered vendors; ISO certifications (9001, 14001, 20121, 27001); female-owned organisations and gender-diverse teams (30%+ female in key roles); sustainability certifications
- Any attempt to influence evaluation or collude results in immediate disqualification and potential debarment
- GBA may amend this TOR at any time before award; amendments communicated to all Bidders
- GBA has no obligation to award and may cancel the RFP at any time

13. CONTACT INFORMATION

Issuing Authority	Procurement Unit, Global Biofuels Alliance
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Location	New Delhi, India
Primary Email	dir_operations@biofuelsalliance.com
Contact – Scope of the bid	Joshua Wycliffe; dir_ac@biofuelsalliance.com
Website	https://biofuelsalliance.com
Office Hours	Monday-Friday, 9:30 AM – 6:00 PM IST

END OF TERMS OF REFERENCE

Global Biofuels Alliance | Issued by the Procurement Unit
This document is confidential and intended solely for invited Bidders.